

Thank you for attending my presentation at the ISA Conference. As a courtesy, and to help you learn, embed, and engage the ideas I presented, I've provided some details for each of the 10 Sales Tips.

First, some actions you can take:

1. [Connect with me on LinkedIn](#)
2. While you're there, [subscribe to the weekly Short Attention Span Sales Tip Newsletter](#)
3. [Visit SalesVault.pro/ISA](#) to learn about the Sales Vault
4. [Get on my calendar](#) so we can talk about your unique selling situation

As always, I urge you to reach out to me directly with any questions:
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10 Sales Tips Presented at the 2024 ISA Conference

1. **Call Quality: The single most important selling skill you can have**

- Learn how to finish the sentence that starts, "The purpose of my call is..." with a powerful and valuable statement comes from pre-call research;
- What you are looking for:
 - Business needs;
 - Growth plans;
 - General selling philosophy;
 - Trends that vertical market is experiencing;
- Another thought is to Google, "marketing mistakes << vertical >> make." There are hundreds of thousands of entries giving you some insight as to what the issues are and helping you to formulate your best possible sales call;

2. **Do one thing first thing**

- When you arrive at the office in the morning, you likely spend time getting organized, checking e-mail, and creating a plan for the day. There are many things wrong with this habit, but this sales tip is about increasing your productivity;

- Before you leave the office the day before, assign yourself **one task** to do first thing the next morning;
- Doing this one thing first thing means you will have achieved one goal even before your day starts;

3. 3 ways to differentiate yourself and your company

- Call quality and overall salesmanship
- Diligence—Call twice
- Industry knowledge (SME level)

4. How to crush that sales appointment

- Congratulations on gaining access to a decision maker. Now what?
- Double down on your research:
 - Learn about the person/people you are meeting with
 - Study the vertical
 - Study the company
- Plan the agenda for the meeting
- Ask if there's anything the client wants to cover
- Start by confirming the amount of time you have
- Run the meeting with a mixture of talking, listening, and asking questions
- Do not leave the room without a plan and a promise

5. How to sell with a confidence that borderlines cockiness

- A good vendor is as important as a good customer
- Be anecdotal
- Hold the bar up to eye level
- “You want me on that wall. You need me on that wall.”

6. A wicked easy prospecting process

- It's called the Taco Bell approach
- Do the client's thinking for them
- Create 3 price points, each with different products
- Create a flyer or stick it on an e-mail and then follow up

7. An incredibly stupid idea to keep from getting ghosted

- Before you get off the phone; Before you leave the meeting, get all the information and ask all the questions you will ask later when you are ghosted;
- The pinky swear

8. Sell more in less time: 5 Steps for improved productivity

- Step one—Establish your sales silos
- Step two—Create activity goals for the next seven days
- Step three—Look over the week and create an activities draft
- Step four—Plan tomorrow
- Step five—Engage the plan

9. How to engage LinkedIn as a lead-generator

- Curate your profile (SalesVault.pro/Partners and look for “Free Workshop”)
- Create quality content and post consistently
- Connect. Connect. Connect.
- Tip: No URL’s in the body (Comments only)

10. Reach these four goals and lock customers in forever

- Amazon-level communications—They do such a great job of letting you know where your job is, when it’s coming, and that it’s been delivered.
- Your grandfather’s Craftsman-level quality—For those of you who don’t remember Sears in its heyday, Craftsman was the gold standard of quality for tools and power equipment. It was so good, they had a lifetime guarantee.
- Apple-level unexpected service. I had underlined the word, “Unexpected” to remind myself to go that extra mile. Continue to bring new ideas.
- And finally, your best friend-level count-on-it reliability. That one is self-explanatory, I think.